

Farhad Manjoo True Enough:
Learning to Live in a Post-Fact
Society: John Wiley 2008

He manages a technology news blog
"... paradox: at the same time that
technology and globalization has pushed
the world together, it is driving our
minds apart" p 1

Ch 1 - 'Reality' is Splitting

He discuss the Kerry swift book issue
and global warming and 9/11 ~~confusion~~

"Even scientific fact isn't safe from
politically motivated perception" p 23

In 2006 polls showed that perceptions
of how the economy was doing depended
importantly on party: 56% of Republicans
said they thought the economy was

doing well while only 23% of Democrats did

He refers to "different parallel realities" p 24

"Like the effects of selective perception" p 25

have become more powerful in this fragmented
age" p 71

'selective perception'

Even when ~~watching~~ watching the same thing people from different perspectives will have seen, heard, felt and understood the 'thing' vastly differently. ⁴ p 71

"We choose our personal version of truth by subscribing to the clutch of experts we find agreeable and trustworthy" p 107

"... Lou Dobbs is not a raving ~~idiot~~ idiot. He just plays one on TV" 148

Dobbs "offer analysis that, to his many critics, appears unimpeached by a single synopsis of rational thought" 173

Work by Matthew Gentzkow and Jesse Shapiro, economists at Chicago

B School. - the media slant information

because it increases their chance of being seen as accurate. But if they go too far it will hurt them so they slant less on high profile stories

He talks about Banfield and Putnam
and the importance of trust

The US used to be one of the most
trusting countries

Polk 'can you trust most people'
US in 1960 60% yes. 1970 below 40%
2006 32% p 223

Eric Uslander political scientist
at Maryland people are less trusting
because they're less optimistic

Putnam emphasizes TV.

"deception is on the rise ... there are more
and better liars today because lying
is simply easier" 224 This doesn't
foster trust

The rise of "particularistic trust" destroys
generalized trust

"What's new about today's world is that
we've got a choice about which reality
to believe" 229

Colbert "trutmen" you choose

"That is the essence of the new medium"

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